

Abstract

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Telecommunication method, comprising the following steps:

- 5 integrating program-accompanying digital data in a TV or radio program and transmitting this program;
- 10 reception and reproduction of this program by a mobile radio device combined with a TV and/or radio receiving system, the receiving system comprising a chip-card reader into which the user of the receiving system can insert a SIM card to identify himself;
- 15 displaying at least one option corresponding to the integrated digital data on a display of the receiving system and selection of an option by the user of the receiving system;
- 20 preparation by the SIM card of a message corresponding to the selected option, the prepared message comprising at least one data field from the digital data received;
- 25 transmitting said message to a server over a bidirectional mobile radio network;
- 30 automatic user recognition by the server, the user recognition using information stored in the identification card and transmitted over the bidirectional telecommunications network;
- 35 combining at least some of the data received with user-specific data.

(Fig. 1)